

recall subjects. Most subjects were willing to pay extra to have dental gel available, both for themselves and for others, at amounts far exceeding the projected acquisition price.

PWP4

A WILLINGNESS-TO-PAY ASSESSMENT OF TWO TREATMENTS FOR OBESITY

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Willingness-to-pay (WTP) provides a method of valuing diverse outcomes of therapy in monetary units. The methodology is based on informed individual's willingness to make trade-offs between health and a wide range of commodities. **OBJECTIVES:** To determine the WTP for weight-loss with two new weight reduction therapies, orlistat (13.4 lbs) and sibutramine (12–14 lbs) in a Canadian population. **METHODS:** WTP was assessed in 97 volunteers between the ages of 20 and 64 using contingent valuation. Respondents were randomly assigned to one of two bid strategies with randomly chosen starting points. Demographic characteristics (i.e., age, sex, household income, education, smoking, height, weight, health-related quality of life (EuroQol), and previous attempts at weight-loss) were elicited using a standardized questionnaire. Main effects were tested by ANCOVA controlling for age, gender, education, income, smoking, and obesity (Body Mass Index = 30 kg/m²). **RESULTS:** Respondents had a mean age of 34.6 ± 10.6 years, were predominantly female (64.6%), and had a mean EuroQol score of 80.1 ± 15.9 (out of 100). Only 22.7% of the respondents were obese, however 61.9% reported having tried to lose weight. Respondents stated that they would be willing to pay an average of 13% ± 1.3% of their monthly household income for orlistat and 11.1% ± 1.3% for sibutramine (CDN\$521 (95% CI: \$450–\$593) vs. CDN\$446 (95% CI: \$375–\$518) respectively; $F = 0.0805$, $P = 0.371$) each month for a period of two years (CDN\$1 = US\$0.673). Estimates from respondents in older age groups ($P = 0.001$) and higher income levels ($p = 0.001$) were significantly associated with higher WTP values. **CONCLUSION:** Individuals in Ontario, Canada place a high value on pharmacologic therapies for weight reduction.

PWP5

WORK PRODUCTIVITY EFFECTS OF DIABETES: IMPLICATIONS FOR RESEARCH AND POLICY

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Diabetes is known to cause workforce exit after complications develop, yet little research has examined the ef-

fects of the disease and its treatment on work efficiency while diabetics are employed. **OBJECTIVE:** The goal of this research is to determine whether or not diabetes is associated with lower levels of work productivity. **METHODS:** To measure work productivity, a survey was designed to collect data on work efficiency, as defined by Osterhaus, et al. and van Roijen, et al. The survey also included items about absences, work history, workforce exit, job satisfaction, income, demographics and health care utilization. The survey was administered to diabetic and non-diabetic people who were employed. **RESULTS:** On average, the 72 diabetics who completed the survey reported significantly lower work productivity than their 362 non-diabetic co-workers. Diabetics averaged the equivalent of seven hours of lost work time per month while non-diabetics lost only four hours per month ($P = 0.03$). Surprisingly, the cost of these productivity losses was not significantly different between diabetics and non-diabetics. This is because the diabetics reported incomes that averaged \$10,000 less per year than their non-diabetic co-workers ($P < 0.02$). **CONCLUSIONS:** Diabetics appear to be less productive at work than their non-diabetic peers, on average. The cost of lower productivity appears to be borne, at least in part, by the workers themselves, who earn significantly less than their non-diabetic co-workers, on average. Given the rising prevalence of diabetes and variations in treatment patterns, the effects of diabetes treatments on work productivity and career progression deserves consideration.

PWP6

A PRELIMINARY STUDY OF PROVISION OF PHARMACEUTICAL CARE IN COMMUNITY PHARMACY IN SINGAPORE: COST ANALYSIS & PATIENT WILLINGNESS TO PAY

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In Singapore, provision of pharmaceutical care by community pharmacists is not widely practiced. However, two patient care centers were established in 1998 by a retail pharmacy chain to provide a range of specialized pharmaceutical care services. **OBJECTIVES:** This study aimed to investigate the feasibility of having such services in Singapore by (1) characterizing the customers utilizing the pharmaceutical care services offered to identify a target group most likely to benefit from such services, and (2) assessing customers' perception and acceptance of the services, as well as their willingness to pay for these services. **METHODS:** A questionnaire was constructed to evaluate the perception and acceptance of customers utilizing the pharmaceutical care services. The questionnaire was administered by a face-to-face interview. Qualitative analysis of the responses was performed and where appropriate, statistical analyses including ANOVA and unpaired t-test were performed. **RESULTS:** Seventeen customers completed the survey, representing 0.26% of the